

Abstract

An optical film for use in transparent displays, such as reflective LCDs. The optical film has three-dimensional, prismatic structures that reflect incoming light. The prismatic structures are elongate structures configured so that the reflecting facets orient the reflected light in desired reflective light pattern. The pattern shape and intensity can be controlled by the shape and dimensions of the various reflecting facets. In one embodiment, the height of the prismatic structure varies along the elongate structure.